

# Set Items Description

```

--- -----
?s marketing and campaign and management
    652135 MARKETING
    79072 CAMPAIGN
    2963277 MANAGEMENT
    S1 5393 MARKETING AND CAMPAIGN AND MANAGEMENT
?s s1 and method
    5393 S1
    6956619 METHOD
    S2 349 S1 AND METHOD
?
?s s2 and system
    349 S2
    10982693 SYSTEM
    S3 255 S2 AND SYSTEM
?s s1 and optimiz?
    5393 S1
    1349376 OPTIMIZ?
    S4 366 S1 AND OPTIMIZ?
?s s4 and computer
    366 S4
    4436345 COMPUTER
    S5 196 S4 AND COMPUTER
?s s5 and method
    196 S5
    6956619 METHOD
    S6 59 S5 AND METHOD
?t s6/free/1-59
  
```

S7 56 RD (unique items)  
?s s1 and optimize  
5393 S1  
137540 OPTIMIZE  
S8 138 S1 AND OPTIMIZE  
?s s8 and computer  
138 S8  
4436345 COMPUTER  
S9 73 S8 AND COMPUTER

6/8/1 (Item 1 from file: 275)

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02635662 SUPPLIER NUMBER: 90333005 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Business applications of data mining: they help identify and predict individual, as well as aggregate, behavior, as illustrated by four application domains: direct mail, retail, automobile insurance, and health care.(knowledge discovery in databases)

August, 2002

WORD COUNT: 3235 LINE COUNT: 00277

GEOGRAPHIC CODES/NAMES: 1USA United States

DESCRIPTORS: Industry trend; Technology application; Knowledge management ; Data warehousing/data mining; Customer relationship management ; DBMS

PRODUCT/INDUSTRY NAMES: 7372421 (DBMS); 6330100 (Auto Insurance)

SIC CODES: 7372 Prepackaged software; 6331 Fire, marine, and casualty insurance

NAICS CODES: 51121 Software Publishers; 524126 Direct Property and Casualty Insurance Carriers

FILE SEGMENT: AI File 88

6/8/2 (Item 2 from file: 275)

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02623019 SUPPLIER NUMBER: 89077950 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Focus on your customers; get away from stovepiped data repositories. A consolidated view of customer information helps you better serve your customers, market to them more efficiently, and increase customer loyalty. (Customer Relationship Management ).

August, 2002

WORD COUNT: 2530 LINE COUNT: 00220

GEOGRAPHIC CODES/NAMES: 1USA United States

DESCRIPTORS: Industry trend; Management issue; Customer relationship management software

PRODUCT/INDUSTRY NAMES: 9914380 (Customer Relations); 7372417 (Sales & Marketing Software)

SIC CODES: 7372 Prepackaged software

NAICS CODES: 51121 Software Publishers

FILE SEGMENT: CD File 275

6/8/24 (Item 24 from file: 275)  
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01936505 SUPPLIER NUMBER: 18236306 (USE FORMAT 7 OR 9 FOR FULL  
TEXT)

Unearthing underground data. (data mining) (Technology Information)(Cover  
Story)

May, 1996

WORD COUNT: 4265 LINE COUNT: 00347

SPECIAL FEATURES: illustration; graph

DESCRIPTORS: Decision Support Software; Technology Overview

SIC CODES: 7372 Prepackaged software

FILE SEGMENT: CD File 275